Table Lamp Box

EXCELLENT NEW NUMBERS OF UNEQUALLED EFFIC

179

PATENT OFFICE
APR 30 1940
Design Division

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The new numbers illustrated herein are definite steps toward more and better light. Already made in a great variety of styles, the new Emeralites continue to keep pace with the modern demand for more and better quality of light. Until you have seen it by actual comparison, you will not realize the amazing difference between "just light" and Emeralite daylite. To prove to your own satisfaction the accuracy of this statement there is only one answer—try Emeralite in actual comparison and let your eyes decide. Then check the additional reasons why Emeralite is best for eyes and best to buy:

1. Consistently advertized since 1909, proving public acceptance.
2. Constantly improved and kept at the head of its field.
3. Technical and patented improvements found in no other lamp.
4. Choice of adequate variety in one lighting system, made by one manufacturer, established in 1874.
5. Tested designs that make for uniform installations.
6. Made in many styles for individual purpose. Not one style for every purpose.
7. Produces Emeralite daylite with standard bulbs. No special bulbs required or recommended.
8. New models give much more light and represent improved quality of light in proportion to current consumed.
9. Extra parts available over long periods.
10. Combination of shade and daylite screen, both nontarnishable, eliminates diminishing efficiency.
11. With reasonable care, good for a generation. Cost insignificant compared with the length of time Emeralite will serve your eyes.
12. No other lamp embodies all of these advantages.

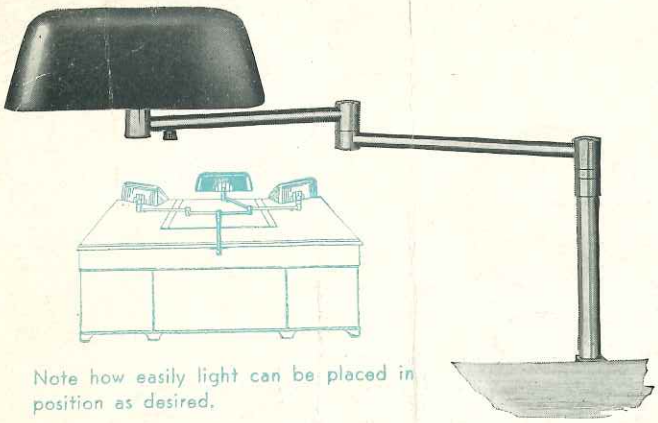
H. G. McFADDIN & CO. Inc.

Established in 1874

324 Fifth Avenue New York, N. Y.

Please insert this sheet in Emeralite catalogue

S.S.



Note how easily light can be placed in position as desired.

No. 0916-8750

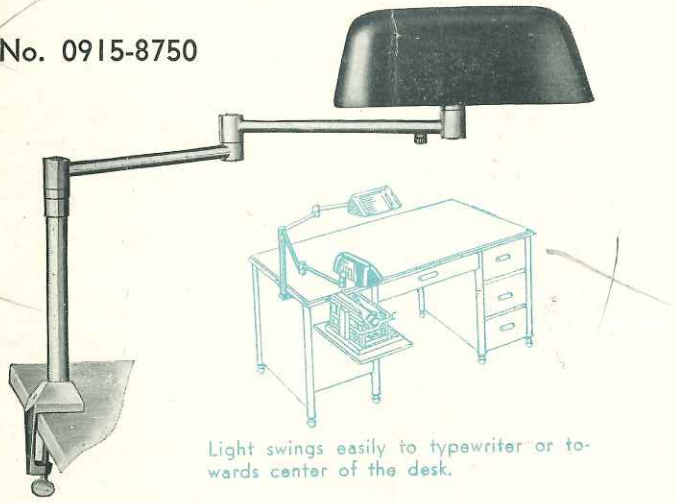
Present day duties not only require a greater volume of light but also an improved quality of light. It is also essential to have the light placed—just where you want it!

As the lamps illustrated are Emeralites, there is no need to emphasize the superior quantity and quality of Emeralite daylite. For this reason your attention is invited to the adjustability of the swinging arms shown, and particularly to the bracket that enables the user to attach the lamp in five positions. This feature is immensely useful from time to time as changes in the position and additions of furniture in home and business become necessary. The bracket is furnished with four wood screws and four machine screws for either wood or metal desks. This fixture therefore represents an ideal solution for many installations. Height overall 19 inches. Arm extends 23 in. between centers and circles 46 in. Standard finish Statuary Bronze. 9 foot cord, base switch. Accommodates two 40 watt standard bulbs.

Furnished with choice of shades as follows:

0916-8750 Black opaque	10 in. shade	$16.00
0916-8752 Plain green	10 in. shade	16.00
0916-8753 Green brocade	10 in. shade	17.25
0916-8754 Russet brown plain	10 in. shade	16.00
0916-8755 Russet brown brocade	10 in. shade	17.25

No. 0915-8750

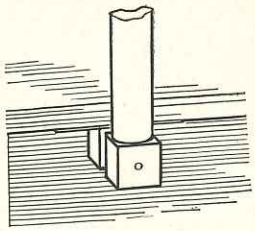


Light swings easily to typewriter or towards center of the desk.

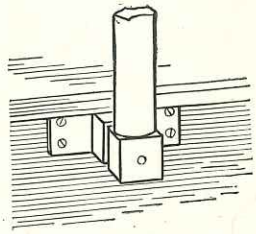
The only difference between the lamp shown here and the 0916 shown at the top of the page, is in the clamp. All other features are exactly the same. This type of clamp however, is recommended for square-edge desks only. For the new moulded-edge desks and metal desks use No. 0916.

0915-8750 Black opaque	10 in. shade	$16.00
0915-8752 Plain green	10 in. shade	16.00
0915-8753 Green brocade	10 in. shade	17.25
0915-8754 Russet brown plain	10 in. shade	16.00
0915-8755 Russet brown brocade	10 in. shade	17.25

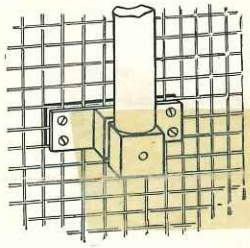
Showing how neatly, without the slightest damage to the desk, the new interchangeable bracket can be attached to the under ledge of the desk.



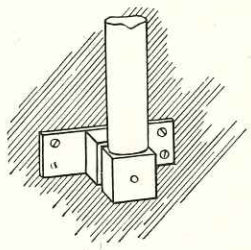
This illustrates the same bracket attached to the side of the desk. An excellent way when under-ledge cannot be used.



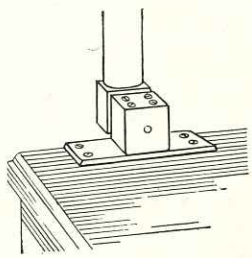
Showing the bracket attached to cage or grill by the means of four neat bolts. Back plate adjusts vertically and horizontally.



Note how easily the bracket can be attached to the wall. This is very useful when desks fit snug to wall and this position is desired.



The bracket can also be attached to the top of the desk or table. There are five positions in which this bracket can be used most satisfactorily.

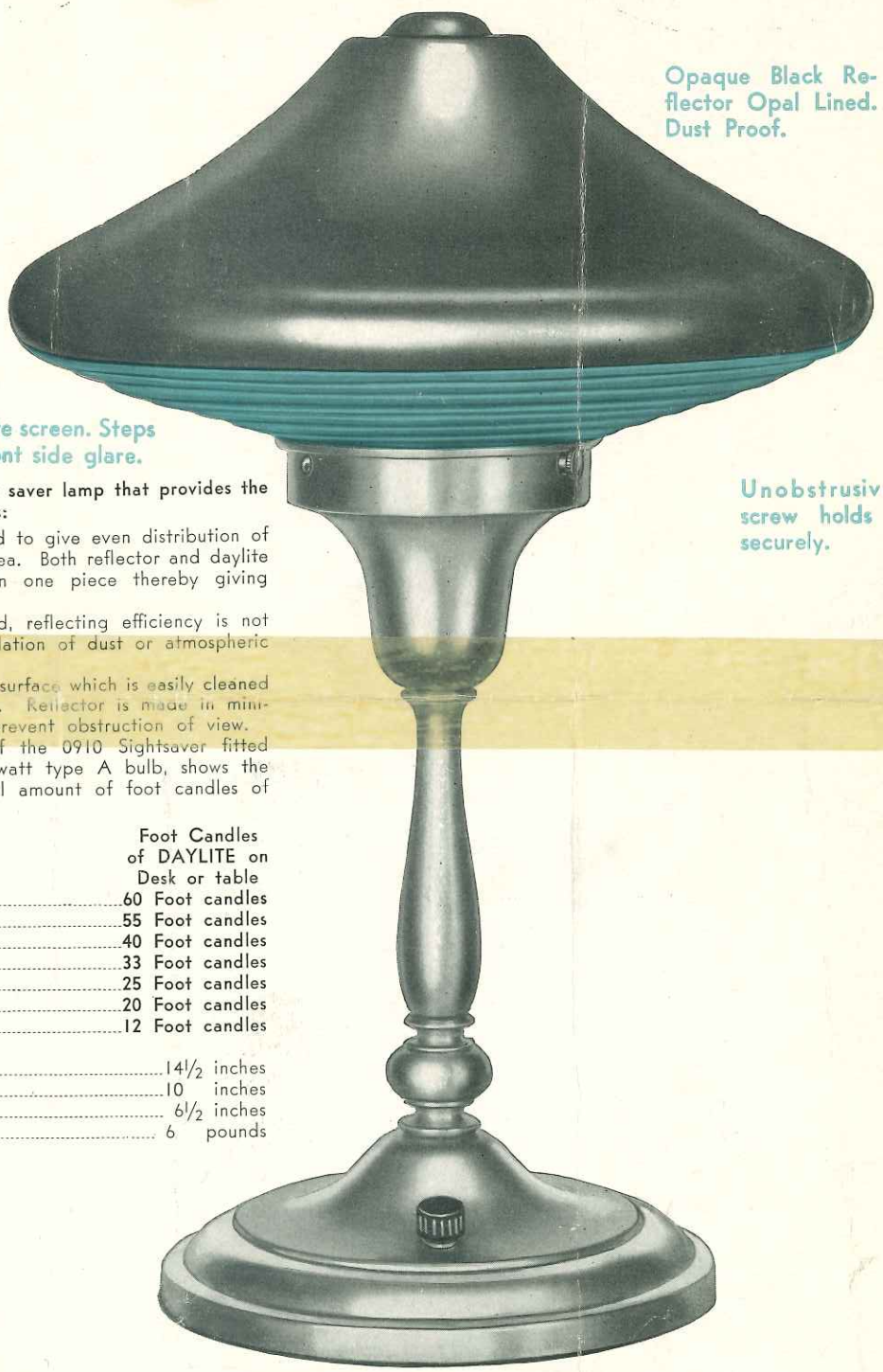


Length of bracket 2½ inches. Width 1 inch. Thickness 3-16. Clearance between standard and bracket end 1½.

LENGTH OF BRACKET BASE 3 INCHES

No. 0910 EMERALITE SIGHT SAVER

More Light and a Better Quality Of Light



Opaque Black Reflector Opal Lined. Dust Proof.

Daylite screen. Steps prevent side glare.

Unobstrusive set-screw holds shade securely.

A new type of sight saver lamp that provides the following advantages:

Reflector is designed to give even distribution of daylite over wide area. Both reflector and daylite screen are made in one piece thereby giving added strength.

Being entirely closed, reflecting efficiency is not affected by accumulation of dust or atmospheric changes.

Outside has smooth surface which is easily cleaned and will not tarnish. Reflector is made in minimum diameter to prevent obstruction of view.

Sight meter test of the 0910 Sightsaver fitted with standard 100 watt type A bulb, shows the following exceptional amount of foot candles of daylite.

Distance From center of base	Foot Candles of DAYLITE on Desk or table
At 16½ inches	60 Foot candles
At 18 inches	55 Foot candles
At 20 inches	40 Foot candles
At 21½ inches	33 Foot candles
At 24 inches	25 Foot candles
At 26 inches	20 Foot candles
At 30 inches	12 Foot candles

Dimensions:

Height overall	14½ inches
Diameter of shade	10 inches
Diameter of base	6½ inches
Net weight	6 pounds

0910 Pewter Finish	$14.50
0910 Statuary Bronze	14.50
0910 Flemish Bronze	14.50

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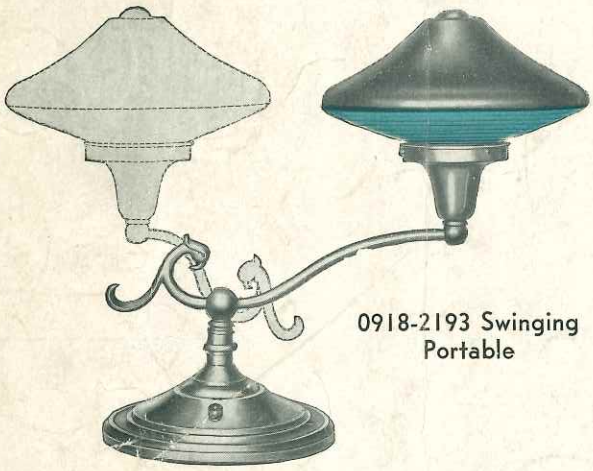
0917-2193 Swinging Sightsaver

This Sightsaver swinging Emeralite has all of the efficient daylight qualities of the now well accepted 0910, combined with the very useful adjustments of a swinging arm and a most excellent adjustable bracket as illustrated on page 2. This lamp matches the 0910 and enables you to install swinging type sightsavers to make your equipment uniform, although standard type Emeralites with 8750 shades are frequently combined with 0910, in well appointed offices. For efficiency table of daylite foot candles see page 3. For adjustability of arm and bracket see page 2. Height overall 19 inches. Arm extends 23 inches. Distance from desk top to top of daylite screen 11 inches. 9 foot cord. Standard finish: Statuary Bronze.

0917-2193, Statuary Bronze **$16.50**

Also made with clamp as shown under number 0913, see page 2, for square-edge desks only, and priced as follows:

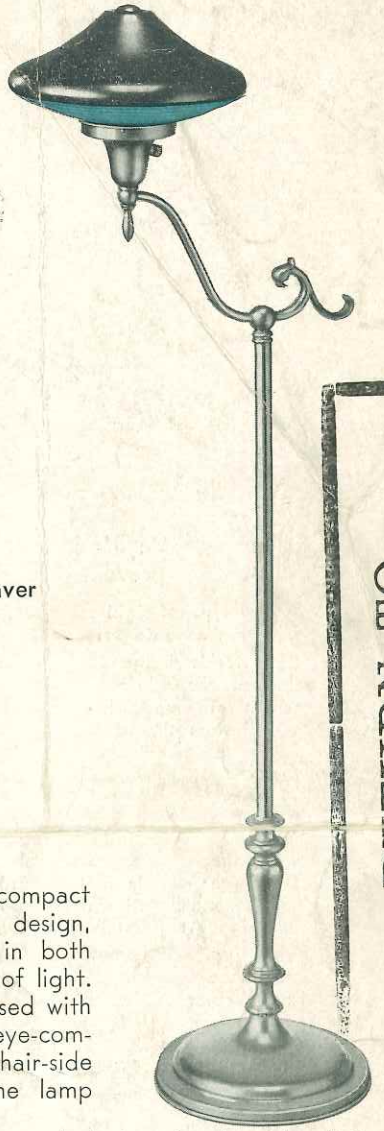
0912-2193, Statuary Bronze **$16.50**



0918-2193 Swinging Portable

Here is a lamp that one can place at the side of the desk and swing the light either right or left. That is; over the desk or toward the typewriter. The lamp is a most attractive means of securing adjustable illumination of exceptional efficiency. Height overall 15 inches. Length 19 inches. Circles 31 inches and will illuminate desk even to far corners. Standard finish: Statuary Bronze. 9 Feet cord.

0918-2193 ..... **$17.50**



0914-2193 Emeralite Sightsaver Floor Lamp

Here is a floor lamp, compact in size, dignified in design, and highly efficient in both quantity and quality of light. At home it can be used with great pleasure and eye-comfort as a double chair-side lamp, by placing the lamp between two chairs.

It is also excellent for card playing, for the side of the bed, and along side of the popular home desks. In business, it can be used at the side of the desk, along side the table, near many of the business machines, as well as being useful as a general all purpose light for special spots as needed.

The overall height being only 48 inches, the opaque section of the shade is well below the level of the eye, and therefore eliminates objectionable glare. The graceful arm assists in extending light over a wide field. Heavily weighted base insures equilibrium. The Emeralite Sightsaver Foor Lamp, affords all of the soft daylight illuminating efficiency of the 0910 Lamp, shown on page 3, for details of which we request you to refer. Standard finish: Statuary Bronze. Diameter of base 9 1/2 inches . 9 foot of cord.

The lighting equipment of either home or office is hardly complete without the addition of one or more of these new lamps.

0914-2193 Statuary Bronze **$17.50**

Printed in United States